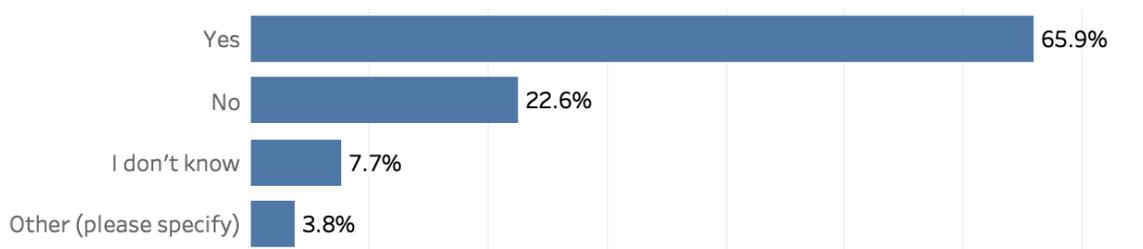




## Most Australians have a ‘political friend’

The latest results from the Voter Choice Project, a nationwide study into how Australians decide who to vote for, have revealed almost two-thirds of Australians have a ‘political friend’ – a special someone in their life they prefer to talk to about politics.

### Have a political friend



The idea of political friends was originally observed by Creighton Burns in his study of the La Trobe by-election in 1960 (published as *Parties and People*) but has received little attention since. The question was put directly to the participants in the November survey of the Voter Choice Project, including asking who their political friends were.

A voter’s political friend is:

- Most like a family member (43%) or friend (41%)
- Often around the same age
- Slightly more likely to be male (61%), and only slightly more likely to be the same gender
- Unless they are family living in the same household (26%), they most likely do not live close by
- Someone the voter looks up to or respects

Project Director, Raphaella Kathryn Crosby, says the political friend is clearly a significant influencer on how people come to their vote decisions.

“There’s very clear patterns of references to discussion with political friends as either reinforcing vote decisions, or making people question their vote decisions, that are far more penetrating than any media or campaign efforts.”

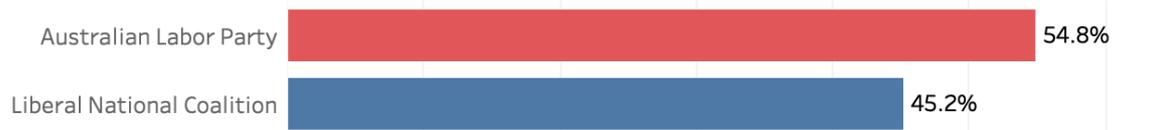
Other results of the study this month found that people generally like to have political discussions, but don’t like arguments. Left and Right wing identifying voters both indicated a

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Follow the Voter Choice Project on Twitter [@voterchoiceau](https://twitter.com/voterchoiceau)

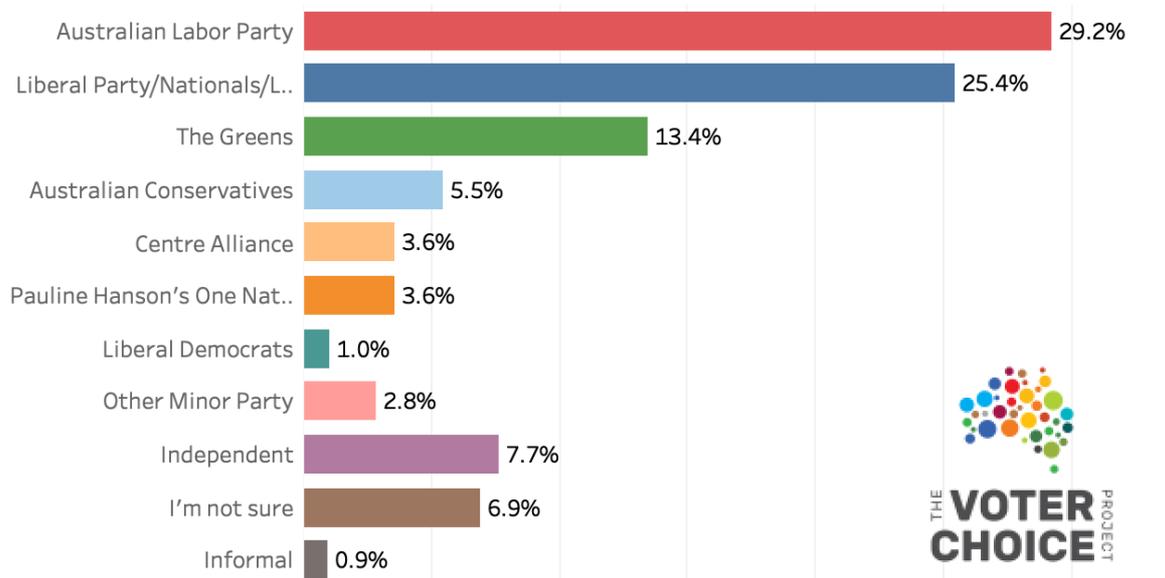
hesitance to engage those who think differently in conversation for fear of argument or creating a scene, but many are curious to understand how the other person got to their decision.

A new model for determining two party preferred vote intention was also implemented this month, following the success of the candidate ranking approach used in the Wentworth by-election poll.

## 2 Party Preferred (Hypothetical 6)



## November First Preference Vote Intent (VCP Wave 6)



Sample 1037 voters including 882 members of the Voter Choice Project Panel. Surveyed between November 8 and 19, 2018. Margin of error 3%. 2 Party Preferred (Hypothetical 6) is determined by asking respondents to rank 6 hypothetical candidates - ALP, Coalition, Green, Independent, minor left and minor right - as though they were the only candidates on the ballot paper and effecting a preference distribution count. Figures weighted by age, gender and reported 2016 vote. October figures (note: excluded the Wentworth Electorate)  
 - I2PPP (different method) ALP 53.4 (+1.4) Coalition 46.6 (-1.4)  
 - FPVI ALP 28.9 (+0.3), Coalition 30.1 (-4.7), Greens 14.2 (-0.8), AC 5.3 (+0.2) PHON 3.9 (-0.3), CA 2.8 (+0.8), LDP 0.8 (+0.2), Other Minor 2.8\* (-), Independent 5 (+2.7) Not sure 4.5 (+2.4) Informal 1.7 (-0.8). (\*Liberal Democrats were grouped with other minor in October)

Voters can still sign up for the main study at [www.voterchoice.com.au/signup](http://www.voterchoice.com.au/signup).

-ENDS-

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